



INTERNATIONAL CONFERENCE ON ADVANCING PUBLIC-PRIVATE PARTNERSHIPS FOR E-BUSINESS STANDARDS

18-19 September 2008
World Meteorological Organization
Geneva (Switzerland)

PROGRAMME (DRAFT)

18 September 2008

8:45 - Registration

9:15 - Opening address

Introducing the partner organizations and highlighting the objectives of the workshop.

Mr. Marek Belka, Executive Secretary of the United Nations Economic Commission for Europe (UN/ECE)

Session one: *Standards in the eBusiness world*

Chair person: *Dr. Stuart Feder, Chairman UN/CEFACT*

9:30 - Analysis

E-Business – Current market environment, mid-term perspectives and future trends

*Mr. Gérard Richter, Roland Berger Partner, Competence Center InfoCom
Head of Information Management / e-business Practice*

10:00 - User needs

The current needs and expectations from a global company using a broad range of eBusiness capabilities - etrading, logistics and product lifecycle management.

Dr. Christian Fruhwald, Siemens

10:30 - The standards solutions

Overview of the available international standards and the main standards programmes of the organizations participating in the MoU on eBusiness – highlighting how they fit in and support users and vendors needs and expectations.

Mr. Howard Mason, Chair of the MoU Management Group

11:00 - Coffee/Tea break

11:20 - Exploiting the investment

The ANSI-NIST Federated Standards Registry: overview of the initiative and of the benefits that it can deliver -- in terms of dissemination of information, supporting cooperation and avoiding duplication of efforts.

Mr. Mark Palmer, NIST, UN/CEFACT Vice-chair

Mr. Ken Peabody, Director, Content Management, American National Standards Institute (ANSI)

11:40 - Challenges and issues

A discussion panel involving all the speakers of the session.

Coordinated by Mr. Eduardo Gutentag, Sun Microsystems, Chairman of OASIS

12:30 - Lunch break

Session two: Open, transnational supply chain integration

Chair person: *Mr. Michel van der Heijden, GS1*

The focus of this session is on the business value deriving from the application of ebusiness standards supporting the global integration of supply chains.

The theme is of primary interest for the private sector, although the public sector is also significantly concerned – as a very large purchaser, user and suppliers of goods, information and services to industry, SMEs and consumers, and as a partner supporting the implementation of ebusiness solutions (e.g. through financing and tax relief.)

14:00 - Overall perspective of the supply chain environment

The first presentation sets the scene defining the scope and providing an overall perspective of the chosen field through identifying key business issues, business and technology trends.

Mr. Leo Focketyn, Supply Chain Project Manager, Swatch Group

14:30 - Business cases

Business cases will provide examples of supply chain integration based on standards implementations, showing how the effective use of standards lead to changes in the way

business is done, generating significant return on investment. The selected business cases cover a range of relationships between government, industry and consumers.

- The Indian **eTrade** project
Mr. Tahseen Khan, Deputy Director General, Ministry of Communications and Information Technology, India
- The semantical and technical standards approach to substantially reduce administrative burden on businesses in The Netherlands, Australia and New Zealand (Standard Business reporting)
Mr. Harm-Jan van Burg, Programme manager, Netherlands Ministry of Finance
- Implementation for the **Defense** sector – PLCS implementation project P2529
Commander Tor Arne Irgens, Norwegian Defense Logistics Organisation
- Implementation of ebXML messaging for electronic health and electronic government,
Mr. Pim van der Eijk, Sonnenglanz Consulting.
- Implementation of RFID for the **Retail** sector
Mr. Henri Barthel, GS1

16:00 - Coffee/Tea break

16:30 - Key standards frameworks

Highlighting the role of the standards supporting the previous business case implementations, and showing how they fit in the standards framework – comprising existing standards and standards under development.

Dr. Richard Hill (ITU)

16:50 - Challenges and issues

Panel discussion involving all the speakers of the session. The discussion will be driven by the presenters of the business cases, highlighting their views, based on their experience and real life problems, with the standards experts available to respond

17:30 - Special session

Highlights on new developments with potential profound impact on the Information and Communication Technology landscape

- **CERN and its role in open standards**
Dr Wolfgang von Rüdén, Head - IT Division, CERN
- **NGN (Next Generation Networks)**
Mr. Chae-Sub Lee, Vice Chairman of Study Group 13 (NGN), ITU-T

18:30 - Cocktail reception

Espace Jura, World Meteorological Organization - sponsored by Sun Microsystems

20:30 - Adjourn

19 September 2008

Session three: Efficient movement of goods and services

Chair person: *Mr. Paul Donohoe, eBusiness Programme Manager; UPU*

The focus of this session is on the value deriving from the application of ebusiness standards for supporting and facilitating operation and compliance with regulations (across borders, as well as at the national level).

The theme is of primary interest for public authorities, although the private sector is also significantly concerned (there is evident business value deriving from the possibility of simplifying and ideally fully automating tasks associated with regulatory compliance).

9:00 - Overall perspective of the logistics environment

The characteristics, trends and future shape of the logistics environment and their interaction with supporting standards work.

Mr. Harry Stover, Director of Enterprise Architecture, DHL Logistics

9:30 - Business cases

Up to five business cases will provide examples of supply standards implementations supporting the efficient movement of goods and services, showing how the effective use of standards lead to changes in the way business is done, generating significant return on investment. The selected business cases will cover a range of relationships between government, industry and consumers.

A number of suitable business cases covering Location-based services, Invoicing and Payment, Security requirements

- The UK implementation of UneDocs, electronic documents for international trade
Mr. Malcolm McKinnon, CEO, SITPRO
- The European Electronic Invoice.
Mr. Peter Potgieser, European eInvoicing expert group, ABN AMRO
- World Customs Organization SAFE Framework of Standards.
Mr. Michael Schmitz, Director Compliance and Facilitation, WCO
- Standards as a foundation for postal reform and product innovation
Mr. Akhilesh Mathur, Programme Manager, Standards and Certification, Universal Postal Union

11:00 - Coffee/Tea break

11:30 - Key standards frameworks

Highlighting the role of the standards supporting the previous business case implementations, and shows how they fit in the standards framework -- comprising existing standards and standards under development.

Mr. Jamie Clark (OASIS)

11:50 - Challenges and issues

Panel discussion involving all the speakers of the session. The discussion will be driven by the presenters of the business cases, highlighting their views, based on their experience and real life problems, with the standards experts available to respond.

12:30 - Lunch break

Session four: Conclusion: The way forward

Chair person: *Mr. Eduardo Gutentag, Sun Microsystems, Chairman of OASIS*

The focus of this session is on enhancing the value to each of the stakeholders, derived from the application of international standards to enable the development of ebusiness infrastructures and services across both developed and developing countries.

14:00 - Supporting Public Private Partnerships

The Importance of Promoting Good Governance in Successful Public Private Partnerships

Dr. Geoffrey Hamilton, UNECE

14:20 - Sessions Summary

The Chair persons of the three sessions wrap up the results of their respective sessions, highlighting briefly the success stories and focusing on the challenges ahead, including any proposals for actions by the key stakeholders:

- Governments (& possibly industry associations) which undertake to contribute to developing infrastructure and to facilitate adoption of e-business standards.
- International organizations and agencies which organize events and initiatives for capacity-building.
- Standards organizations which promote & contribute to the above initiatives.
- Industry involvement.

14:40 - Priority items

Final discussion following the Chairs summaries, which should lead to the identification by consensus of priority items to be addressed in the future, through cooperation between the concerned standards developing organizations, policy actions by governments and enhanced collaboration with industry

15:00 - Closure of the conference

Mr. Alan Bryden, Secretary-General of ISO

